

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 101 Issue 1



WYCW-TV  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 595-4615

Original

Client:	Barack Obama/ D/ President	Submission Cost:	3400	Campaign Ref:	E:120802010
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06260797
Est./PO Number:	06260797	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Obama For America	Booking Group:	WYCW	Key Market:	Greenville Spartanburg Asheville	3400
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	M-F 1035p Seinfeld TWTF..	50	30 Comme	Nbr of Spots 2	2	2	2	2		10	500
2	M-F 4p Dr Phil TWTF..	50	30 Comme	Nbr of Spots 2	2	2	2	2		10	500
3	M-F 630p Everybody Loves Raymond TWTF..	60	30 Comme	Nbr of Spots 2	2	2	2	2		10	600
4	Sat 1135p Border .....S.	25	30 Comme	Nbr of Spots 1						1	25
5	Sun 1035p Seinfeld .....S	45	30 Comme	Nbr of Spots 1		1				1	45
6	Sun 1035p Seinfeld .....S	45	30 Comme	Nbr of Spots 1				1		1	45
7	Sun 1105p Seinfeld .....S	36	30 Comme	Nbr of Spots 1						1	36
8	Sun 7p Law & Order .....S	40	30 Comme	Nbr of Spots 1	1	1	1	1		5	200
Weekly Totals: Total Spots(Ord Spots)				10	9	11	9	11	2	52	

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Barack Obama/ D/ President  
Submission Number 101 Issue 1



**WYCW-TV**  
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Spartanburg SC 29303-6696  
(864) 576-7777 FAX (864) 595-4615

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 3400	<b>Campaign Ref:</b> E:120802010
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06260797
<b>Est./PO Number:</b> 06260797	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
9	Wed 9p ET / 8p CT Supernatural .W.....	300	30 Comme	Nbr of Spots	1					1	300
10	Wed 9p ET / 8p CT Supernatural .W.....	300	30 Comme	Nbr of Spots		1				1	300
11	Wed 9p ET / 8p CT Supernatural .W.....	300	30 Comme	Nbr of Spots				1		1	300
12	M-F 4p Dr Phil M.....	50	30 Comme	Nbr of Spots		1		1		1	250
13	M-F 630p Everybody Loves Raymond M.....	60	30 Comme	Nbr of Spots		1		1		1	300
<b>Weekly Totals: Total Spots(Ord Spots)</b>				10	9	11	9	11	2	52	

Grand Totals											
Month 10 Weeks: 4				Month 11 Weeks: 4							
Totals	10/01	10/08	10/15	10/22	10/29	11/05	11/12	11/19	11/26	12/03	12/10
Spots	52	10	9	11	9	11					
Cost	3400	720	470	815	470	815					

**Grand Totals:**

<b>Spots:</b>	52
<b>Gross Total:</b>	3,400.00
<b>Commission:</b>	510.00
<b>Net Total:</b>	2,890.00

FAX# 703-516-9680 AUG2/12 16.19  
HARRIS REPORT FROM REP \*\*\* WYCW-TV \*\*\*  
\*\*CHANGES\*\*

REP. #	OFF. #	SALESMAN #
BUYER NAME	LAURA BASSETT	
SALES PRSN	WA--	MICA HANSEN (H)

	CLASS; NATL.	LOCAL	REGIONAL
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG2/12 16.19

REVISED ORDER  
ZEROED LN 4  
ADDED LN 11  
TTL SAME  
PLS CFM  
THANKS, MIKE FOR MICA

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1537  
AGENCY PRODUCT CODE = 101

4	S	1135P-1235A	30	\$25.00	10/6	10/6	0	SAT	0
PROGRAM : WITHOUT A TRACE									
CON COM1: WITHOUT A TRACE									

REP HEADLINE# 6260797  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
AUG2/12 16.19  
\*\*\* WYCW-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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11	A		1135P-1235A	30		\$25.00	10/6	10/6	1		SAT	1
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PROGRAM : BORDER  
ORD COM1 : PROGRAM CHANGE  
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-4 FOR 1 SPOT/WK  
STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#4	MISSED: SAT/1135P-1235A	OCT6	30S	\$25.00					(AUG2/12)	
			OFFER: SAT/1135P-1235A	OCT6	30S	\$25.00					PLS ADVISE.	
			CMT: PROGRAM CHANGE									

OCT/12 \$2,475.00 NOV/12 \$925.00

CONTRACT TOTAL \$3,400.00  
TOTAL SPOTS 52

MARKET TOTALS \$354,325 WYCW 1% WLOS 53% WYFF 17% WHNS 12% WSPA 14% WMYA 3% CABL 0%  
WNEG 0%

ACCURATE SHARES

SVC- NSI BOOKS- EST/ES  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

AGENCY: GREER, MARGOLIS, MIT BUYER: LAURA BASSETT CONTRACT TOTAL \$3,400.00  
ADVERTISER: POLI/B OBAMA/D/PRE/U ESTIMATE#: 1537  
PRODUCT: OBAMA FOR AMERICA OCT2/12 - NOV6/12 (WKS-6) TOTAL SPOTS

PREVIOUS  
REP COMMENT: NEW ORDER  
TTL 3400 @ 52X  
PLS CFM  
THANKS, MIKE FOR MICA

STATION MAKEGOOD OFFERS:  
M1 UNRESL BUY#4 MISSED: SAT/1135P-1235A OCT6 30S \$25.00 (AUG2/12)  
OFFER: SAT/1135P-1235A OCT6 30S \$25.00 PLS ADVISE.  
CMT: PROGRAM CHANGE SPOT IS BOOKED PLS ADV

AUG1/12 19.53  
\*\*\* WYCW-TV \*\*\*

WASHINGTON, DC 20007

CLASS: NATL. LOCAL REGIONAL

**Table 1** The parameters of the model and their values

DATE AUG1/12 19.53

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 1537

1	1035P-1105P	30	\$50.00	10/2	11/2	2	TU-F	10
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PROGRAM : SEINFELD
CON COM1: SEINFELD
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REP HEADLINE# 6260797  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

AUG1/12 19.53  
 \*\*\* WYCW-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			400P-500P PROGRAM : DR. PHIL CON COM1: DR. PHIL	30		\$50.00	10/2	11/2	2		TU-F	10
3			630P-700P PROGRAM : RAYMOND CON COM1: RAYMOND	30		\$60.00	10/2	11/2	2		TU-F	10
4			1135P-1235A PROGRAM : WITHOUT A TRACE CON COM1: WITHOUT A TRACE	30		\$25.00	10/6	10/6	1		SAT	1
5			1035P-1105P PROGRAM : SEINFELD CON COM1: SEINFELD	30		\$45.00	10/21	10/21	1		SUN	1
5			1035P-1105P PROGRAM : SEINFELD CON COM1: SEINFELD	30		\$45.00	11/4	11/4	1		SUN	1
6			1105P-1135P PROGRAM : SEINFELD CON COM1: SEINFELD	30		\$35.00	10/7	10/7	1		SUN	1
7			600P-800P PROGRAM : LAW & ORDER* DOUBLE RUN CON COM1: LAW & ORDER* DOUBLE RUN	30		\$40.00	10/7	11/4	1		SUN	5
8			900P-1000P PROGRAM : SUPERNATURAL CON COM1: SUPERNATURAL	30		\$300.00	10/3	10/3	1		WED	1
8			900P-1000P PROGRAM : SUPERNATURAL CON COM1: SUPERNATURAL	30		\$300.00	10/17	10/17	1		WED	1
8			900P-1000P PROGRAM : SUPERNATURAL CON COM1: SUPERNATURAL	30		\$300.00	10/31	10/31	1		WED	1
9			400P-500P PROGRAM : DR. PHIL CON COM1: DR. PHIL	30		\$50.00	10/8	11/5	1		MON	5

*Borden*

REP HEADLINE# 6260797  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

AUG1/12 19.53  
 \*\*\* WYCW-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			630P-700P	30		\$60.00	10/8	11/5	1		MON	5
PROGRAM : RAYMOND												
CON COM1: RAYMOND												
OCT/12			\$2,475.00			NOV/12						\$925.00
CONTRACT TOTAL												\$3,400.00
TOTAL SPOTS												52

MARKET TOTALS \$354,325 WYCW 1% WLOS 53% WYFF 17% WHNS 12% WSPA 14% WMYA 3% CABL 0%  
 WNEG 0%  
 ACCURATE SHARES  
 SVC- NSI BOOKS- EST/ES  
 DEMOS- RA35+\*